

# Typography

**Play+ Typography Guide** This is our belief Typography performs In Play+, typography is not just a utilitarian necessity — it is a performance. Our type system expresses both our Distinct and Intuitive pillars. It speaks with clarity, rhythm, and character, enabling content to feel as natural as a conversation. Typography in Play+ doesn't just organize content — it performs. With intention, rhythm, and voice, our type choices transform interfaces into fluent, brand-native conversations.

**Core Principles of Typography** ■ **Hierarchical Design Guideline** Use a consistent type scale to guide the user through content accurately. **Developer Implementation** Use semantic HTML tags (h1-h6). Map to `$font-heading-*` tokens. Never skip heading levels. **Readable Design Guideline** Body text must be legible in long-form, with optimal font size, line height, and line length. **Developer Implementation** Use `$font-body-1`. Limit width using `$content-line-measure (~75ch)`. **Expressive Design Guideline** Typography must reflect brand personality while staying clean and confident. **Developer Implementation** Use web fonts with `font-display: swap`. **Adaptive Design Guideline** Type scale should adapt fluidly across breakpoints and screens to be adaptive. **Developer Implementation** Use rem units and `clamp()` for scalable text.

**Our Typeface System: The Trio of Roles** ■ **The Typographic Scale** ■ **Token Name / Role**

Font Family	Weight	Size	Line Height
Hero Title	PP Neue Machina Bold	3.75rem / 60px	1.2
Heading 1	Mulish Bold	3rem / 48px	1.2
Heading 2	Mulish Bold	2.25rem / 36px	1.25
Heading 3	Mulish Semibold	1.875rem / 30px	1.3
Subtitle	Mulish Regular	1.5rem / 24px	1.4
Body Text	Inter Regular	1rem / 16px	1.5
Small Body	Inter Regular	0.875rem / 14px	1.5
Label / Button	Inter Medium	0.875rem / 14px	1.2
Caption	Inter Regular	0.75rem / 12px	1.3

**Platform-Specific Implementation** ■ **Web** Use "rem" iOS Use "pt" Android Use "sp"

**Spacing Rules** : Vertical spacing should derive from the element's line-height. Use `$space` tokens for consistent inter-block rhythm. **Hierarchy Enforcement** : Never use a heading token on non-heading semantic elements (e.g., don't use `$font-heading-h3` in a `<p>` ). Create utility styles when needed for similar looks without breaking semantics.

**Customizing the Typography** ■ We believe in metamorphic design. Swap tokens, keep structure. // Define custom fonts `$my-brand-serif: "Georgia", serif;` `$my-brand-sans: "Helvetica Neue", sans-serif;` // Override Play+ tokens `$font-family-heading: $my-brand-serif;` `$font-family-body: $my-brand-sans;`

**Guidelines for Customization** : Choose fonts with full weight families (Regular, Medium, Semibold, Bold) Test across breakpoints to ensure legibility and tonal match

**Typography in Motion** ■ Typography should feel alive, not static. **Recommendations** : Fade-in or upward rise on heading reveal Labels animate upward on input focus Smooth resizing on screen transitions using `clamp()`

**Component-Level Typography Map** ■

Component	Role	Token	Used Font
Button	Label	<code>\$font-label</code>	Inter
Modal Title	Heading 2	<code>\$font-heading-h2</code>	Mulish
Input Label	Caption	<code>\$font-caption</code>	Inter
Card Title	Heading 3	<code>\$font-heading-h3</code>	Mulish
Card Body	Body Text	<code>\$font-body-1</code>	Inter
Toast Message	Small Body	<code>\$font-body-2</code>	Inter
Hero Section	Hero Title	<code>\$font-display</code>	PP Neue Machina

**Typography Quick Guide** ■ **Do's** : Use heading tags correctly and in order Keep line length to ~75

characters Use semantic tokens, not raw styles Choose expressive fonts for brand, neutral for function Don't : Skip heading levels (h1 → h3) Apply heading tokens to non-headings Use more than 2-3 fonts per interface Rely on pixel values over tokens This is the voice of your product. Let it be bold, legible, and beautifully yours.